




MEETING DATE: 2/13/12
STUDY SESSION

COUNCIL AGENDA REPORT

DATE: February 9, 2012

TO: MAYOR AND TOWN COUNCIL

FROM: GREG LARSON, TOWN MANAGER 

SUBJECT: TOWN COUNCIL STUDY SESSION TO DEVELOP THE VISION FOR THE NORTH 40 SPECIFIC PLAN.

BACKGROUND:

On January 9, 2012, the Town Council and Planning Commission held a Joint Study Session to discuss the North 40 Specific Plan. The purpose of the Study Session was to:

- Receive an update on the Specific Plan process
- Review and discuss the vision
- Review and discuss height
- Review and discuss land use


At that meeting, staff received direction that a vision statement needed to be prepared prior to further work on the conceptual design or drafting language for the North 40 Specific Plan.



DISCUSSION:

The purpose of the February 13, 2012, Town Council Study Session is as follows:

- Develop the vision for the North 40
- Provide direction regarding next steps for developing the North 40 Specific Plan

This Study Session will provide the Town Council a unique opportunity to provide direction for a Vision Statement to guide the further development of the North 40 Specific Plan. In consultation with the Mayor, staff is proposing the following process to guide the Council's preparation for and participation in the Study Session.

PREPARED BY: Wendie R. Rooney, Director of Community Development 

Reviewed by:  Assistant Town Manager  Town Attorney _____ Finance

In advance of the Study Session:

1. Review the attached materials which provide an abundance of source documents and information regarding the North 40 (the Council has previously received most of these documents, but they are provided again here for convenience and public access);
2. Review the sample vision statements provided below as well as other specific plan vision statements attached;
3. Consider and draft your responses to the following two Visioning Exercises:
 - A. **Working From Broad to Specific** - Each response should be no more than 50 words. Please use adjectives, not numbers. Individual words or phrases instead of sentences are fine.
 - a. *How do you describe Los Gatos?*
 - b. *How do you describe your home neighborhood, as distinct from other neighborhoods?*
 - c. *How would you like to describe the North 40, years after it is developed?*
 - B. **Working From Specific to Broad** – The most important part of this exercise is the “why?” question to identify and elevate the higher values and concepts driving specific preferences.
 - a. *List 1 to 5 uses or other attributes you believe should be in the North 40. Describe why that use or attribute is important for the North 40.*
 - b. *List 1 to 5 uses or other attributes you believe should NOT be in the North 40. Describe why that use or attribute should NOT be in the North 40.*
 - c. Examples:
 - A hotel should be in the North 40 because it will provide an unmet need for more visitor accommodations and meeting space, and increase local tax revenues.
 - A hotel should not be in the North 40 because it will compete with Downtown hotel accommodations and increase non-resident traffic.

At the Study Session:

1. The Mayor will first call for public Verbal Communications regarding matters both on and off the agenda;
2. Staff will identify the visual reference and resource information available to the Council for the Study Session, including North 40 and contextual maps as well as summaries of the available North 40 background materials;

3. The Town Manager will assist the Council in reviewing and discussing the responses to the exercises detailed above. The Manager's role will not be to provide specific recommendations for Council consideration, as is typically the case, but to identify similarities and differences between the Council's responses. In addition, the Manager will likely ask questions to ensure that the Council's responses and comments are driving towards a broad-based high level Vision Statement for the North 40. Flip charts will be used as required to document preferred or discounted concepts for inclusion in the North 40 Specific Plan.
4. The Council will adopt by consensus the key concepts for inclusion in a draft Vision Statement, possibly to the point of actually writing a first draft of the Vision Statement during the meeting. Staff will be able to write and show possible language as it is being developed.
5. The Council is also asked to provide direction on the next steps for the North 40 Specific Plan, either as recommended by staff in Attachment 9 or as needed to complete the Vision Statement.

Attached are documents that can assist the Town Council with developing and considering the vision for the North 40.

Attachment 1 is the results of the March 30, 2011, joint Town Council, Planning Commission, and North 40 Advisory Committee Kick-Off meeting, where the group participated in a brainstorming exercise on issues, ideas, and concerns regarding the North 40 Specific Plan. The group also prioritized the results of the brainstorming activity. Both the results and a summary of the data are contained in Attachment 1.

Attachment 2 contains the results of the first community workshop on April 2, 2011. At the workshop, the community participated in the same two exercises that were conducted with the Town Council, Planning Commission, and North 40 Advisory Committee at the Kick-Off meeting.

Attachment 3 contains the General Plan and General Plan EIR policies, citations, and references to the North 40 Specific Plan. These policies, principles, and citations provide both vision and guidance for the plan development.

Attachments 4, 5, and 6 contain the Vision Chapter from the 2020 General Plan, the Vision Statement from the 1999 Draft North 40 Specific Plan, and the Vision Statement from the Los Gatos Boulevard Plan, respectively.

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MAYOR AND TOWN COUNCIL
SUBJECT: NORTH 40 SPECIFIC PLAN
February 8, 2012

Attachment 7 contains general information regarding creating a specific plan vision statement, including these two samples of vision statements:

- To transform a former industrial area of our community into an attractive, safe, healthy, and vibrant new neighborhood of residential, commercial, public, park, and open space uses.
- Guadalupe River Park & Gardens will be recognized as a world class, visitor friendly destination that is celebrated as an icon of the City of San Jose and Silicon Valley and renowned for educational and environmental programs.

Attachment 8 contains examples of Specific Plan Vision Statements from other jurisdictions.

Attachment 9 contains staff recommended next steps for developing the North 40 Specific Plan.

Attachments:

1. Results of the March 30, 2011, Town Council, Planning Commission, and North 40 Advisory Committee Kick-Off meeting
2. Results of the April 2, 2011, Community Workshop
3. General Plan and General Plan EIR policies, citations, and references to the North 40 Specific Plan
4. Vision Chapter from the 2020 General Plan
5. Vision Statement from the 1999 Draft North 40 Specific Plan
6. Vision Statement from the Los Gatos Boulevard Plan
7. Information regarding creating a vision statement
8. Vision Statements from other jurisdiction's Specific Plans
9. Next steps document
10. E-mail from Mark Brodsky, received February 4, 2012

Distribution:

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Planning Commission
North Forty Advisory Committee

WRR:JP:ct



ISSUE IDENTIFICATION EXERCISE RESULTS SUMMARY

NORTH 40 SPECIFIC PLAN

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NORTH 40 SPECIFIC PLAN
TC, PC and AC Kickoff Workshop Summary
March 30, 2011

The Town Council (TC), Planning Commission (PC), and North 40 Specific Plan Advisory Committee (AC) held a kickoff workshop on March 30th. The purpose of this kickoff was to inform the TC/PC/AC of the Specific Plan process and to gather feedback regarding overall town essence, land use, circulation, public spaces, and architectural character. The TC/PC/AC was asked to participate in a brainstorming exercise to voice their issues, ideas, and concerns regarding these topics. Their comments were recorded on large posters. Upon completion of the brainstorming exercise, each member was given twelve green sticker dots and three red sticker dots. They were then asked to use their dots as a voting mechanism and place them on high priority items that they were in agreement with or in disagreement with. A summary of the input that received the highest support, least support and mixed results is provided below and a complete dot exercise tally is attached.

Essence of Los Gatos

Highest Support

- Los Gatos is a walking community
- The Los Gatos General Plan does a good job summarizing the Town's core values
- Los Gatos residents enjoy a high quality of life
- The community is architecturally unique
- Los Gatos has a strong education system

Least Support

Only positive feedback was received in this category.

Mixed Results

Only positive feedback was received in this category.

Land Use

Highest Support

- Senior housing
- Performing arts complex or center
- Conference center (250-400 people)
- Destination retail
- Large commercial stores
- Entry-level housing
- Electronics/large appliance store
- Urban marketplace
- Incorporation of an orchard feature to reflect the area's history
- Restaurants (4 green dots, 1 red dot)

Least Support

- Costco with rooftop use received a strong negative response (9 red dots)
- An indoor public sports complex received no support and some negative responses (3 red dots)

Mixed Results

The one notable item of contention in the Land Use category was a Target store, with 6 red and 4 green dots.

Architectural Character

Highest Support

- Provide a diversity in architecture as well as an appearance that the development was constructed over time
- Pedestrian scaled buildings
- Avoid maximizing buildout of site
- Tall buildings should be strategically placed
- Provide a variety of architectural styles; an eclectic mix from historic through modern styles

Least Support

- Participants did not like the idea of mimicking the look of Downtown Los Gatos in the Specific Plan area
- Big box stores were not supported, even under the pretense that the facilities' architecture would be unique

Mixed Results

There were no items that showed any mixed results in the Architectural Character category.

Public Spaces

Highest Support

- Outdoor entertainment opportunities
- Sidewalk dining
- Gathering spaces - plazas/paseos
- Historic orchard/perimeter
- Pocket parks

Least Support

Only positive and mixed results were received in this category.

Mixed Results

The one notable item of contention in the Public Space category was a dog park, with 4 red and 2 green dots.

Circulation

Highest Support

- Emphasis on pedestrians versus vehicles
- Don't compound congestion at existing intersections (Los Gatos Boulevard/Lark Boulevard)
- Incorporate traffic calming elements

Least Support

Only positive feedback was received in this category.

Mixed Results

Only positive feedback was received in this category.

Miscellaneous Ideas and Issues

Highest Support

While no items received overwhelming support, of the items discussed, the following received the highest amount of support in this category:

- Site plan design is key for pedestrian flow
- A balanced mix of uses
- Creation of new neighborhoods
- Ambient light/shielded
- Cluster/hide parking
- Buffer to Hwy 17 and Hwy 85 - viewshed

Least Support

Only positive and mixed results were received in this category.

Mixed Results

- Large gateways or arches received 3 red dots in opposition and 1 green dot in support
- The retention basin/on-site stormwater treatment facility received 1 red and 1 green dot



TOWN COUNCIL, PLANNING COMMISSION AND ADVISORY COMMITTEE KICKOFF WORKSHOP

DOT EXERCISE RESULTS

Wednesday, March 30, 2011

CATEGORY	GREEN DOTS ●	RED DOTS ●
Essence of Los Gatos		
Walking community	6	0
General Plan summarizes core values	6	0
Quality of life	3	0
Architectural uniqueness and excellence	3	0
Strong education system	3	0
Environment/natural beauty	2	0
Setting - view of mountains	2	0
Arts	1	0
Recreation	1	0
History (preservation)	1	0
Multi-generational appeal	1	0
Inclusive - affordable and rental housing (diversity)	1	0
Small town community	0	0
Youth	0	0
Seniors	0	0
Sustainability	0	0
Vibrant social life	0	0
Respect for built environment	0	0
Family oriented	0	0
Climate	0	0
Involved	0	0
TOTAL:	30	0



TOWN COUNCIL, PLANNING COMMISSION AND ADVISORY COMMITTEE KICKOFF WORKSHOP
DOT EXERCISE RESULTS
Wednesday, March 30, 2011

CATEGORY	GREEN DOTS	RED DOTS
Land Use		
Senior housing (high-quality townhomes)	6	0
Performing arts complex or center	6	0
Large event meeting conference (250-400 people)	5	0
Destination retail	5	0
Target	4	6
Restaurants	4	1
Large commercial store	4	0
Entry-level housing	4	0
Orchard - historic feature	4	0
Electronics/appliance (large-scale)	4	0
Urban marketplace	4	0
Public meeting spaces (100-150 people)	1	0
Youth friendly businesses	1	0
Entertainment - music/movies	1	0
Lodging	1	0
Grocery - boutique	1	0
Costco with rooftop use such as a garden	0	9
Indoor sports complex - public	0	3
School	0	0
Faith community	0	0
TOTAL:	55	19
Architectural Character		
Diversity/comfortable/developed over time	6	0
Pedestrian scale	6	0
Avoid maximizing buildout of site	4	0
Strategically place tall buildings	4	0
Variety - inclusive of several architectural styles	3	0
Eclectic - historic - modern	2	0
Clustered buildings	1	0
No faux Mediterranean	1	0
Unique	1	0
No Santana Row	1	0
No cookie cutter architecture	1	0
Downtown Los Gatos look	0	4
Work with big box store to provide unique architecture	0	4
Timeless architecture	0	0
Avoid unarticulated walls	0	0
360° architecture	0	0
Centrally located tall buildings	0	0
TOTAL:	30	8



TOWN COUNCIL, PLANNING COMMISSION AND ADVISORY COMMITTEE KICKOFF WORKSHOP
DOT EXERCISE RESULTS
Wednesday, March 30, 2011

CATEGORY	GREEN DOTS	RED DOTS
Public Spaces		
Outdoor entertainment	10	0
Sidewalk dining	8	0
Gathering - plaza/paseo	5	0
Historic orchard around the perimeter	4	0
Pocket parks	3	0
Dog park	2	4
Walking trail/bike	0	0
TOTAL:	32	4
Circulation		
Cars are not in control, people are	6	0
Lark/Los Gatos Boulevard (level D intersections) - don't compound existing signal issues	2	0
Incorporate traffic calming elements	2	0
Complete streets - pedestrian and bike access, separate vehicles, public transit, street trees, walkable	2	0
Frontage on alley	1	0
Bike paths	1	0
Work with safe routes to school	1	0
Avoid straight streets/include curves	1	0
Emergency egress	1	0
Connectivity to creek trail and light rail	1	0
Alley for service	0	0
Traffic and connections to schools	0	0
Consider frontage roads/traffic off Los Gatos Boulevard	0	0
TOTAL:	18	0
Miscellaneous Ideas and Issues		
Pedestrian mobility and flow - site plan design is key	4	0
Balanced mix of uses	4	0
New neighborhood	3	0
Ambient light/shielded	3	0
Cluster/hide parking from public view	2	0
Buffer to 17 & 85/viewshed	2	0
Large gateways/arches	1	3
Retention basin/on-site stormwater treatment	1	1
Sound mitigation	1	0
Create a sense of community	0	0
Destination for outsiders coming to Los Gatos	0	0
Quiet centralized place	0	0
TOTAL:	21	4



ISSUE IDENTIFICATION EXERCISE RESULTS SUMMARY

NORTH 40 SPECIFIC PLAN

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NORTH 40 SPECIFIC PLAN

Community Workshop #1 Summary

April 2, 2011

The Town of Los Gatos held its first North 40 Specific Plan community workshop on April 2nd, 2011 at the Calvary Church in Los Gatos. This workshop was held on a Saturday morning to encourage those who may not be able to participate on a weeknight evening. Approximately 60 people attended the workshop with many of those in attendance indicating that they were long-term residents. The purpose of this kickoff was to inform the community of the Specific Plan process and to gather feedback regarding overall town essence, land use, circulation, public spaces, and architectural character. The public was asked to participate in a brainstorming exercise to voice their issues, ideas, and concerns regarding these topics. Their comments were recorded on large posters. Upon completion of the brainstorming exercise, each participant was given twelve green sticker dots and three red sticker dots. They were then asked to use their dots as a voting mechanism and place them on high priority items that they were in agreement with or in disagreement with. A summary of the input that received the highest support, least support and mixed results is provided below and a complete dot exercise tally is attached.

Essence of Los Gatos

Highest Support

- Los Gatos has many trees and has a rural feeling
- Views of the mountains are an important component of the community and should be preserved
- Los Gatos is an environmentally-friendly community
- Los Gatos is a walkable community with pedestrian linkages and bike routes
- Los Gatos has many trails and bikeways
- Los Gatos does not have any big shopping centers
- Los Gatos is a historic community
- Los Gatos is a people-friendly town
- Los Gatos is a small charming town

Least Support

Only positive and mixed results were received in the Essence of Los Gatos category.

Mixed Results

- "Not urban – low density, not tall, orchards" received mixed results with 4 green and 3 red
- There was twice as much opposition to tall buildings as there was support

Land Use

Highest Support

- Develop an integrated vision for the North 40 site, Los Gatos Boulevard and the town
- Active recreation area
- Senior housing/assisted living (rental)
- Underground parking

- Other open spaces developed before North 40
- Small businesses
- Local family restaurants
- Environmental consideration (fewer mitigation measures)
- Long-term vision

Least Support

Only positive and mixed results were received in this category.

Top Mixed Results

- The concept of a new school was strongly supported with 8 green dots, but also somewhat opposed with 5 red dots.
- Medium or small box stores received equal amounts of support and opposition, with a total of 4 dots (2 red, 2 green).

Architectural Character

Highest Support

- 360° architecture
- Architecture that complements the existing town character
- Pedestrian-friendly design
- Diversity/eclectic architectural design

Least Support

Buildings with blended color (no standouts) received no support and 4 red dots in opposition.

Mixed Results

- Parking behind buildings received slightly more opposition than support (3 red dots, 2 green dots).
- Victorian style design was mostly disliked (3 red dots), with 1 green dot in support.

Public Spaces

Highest Support

- Performing arts venue
- Event/festival area
- Connection to Vasona Trail
- A venue similar to Pruch Park – farm, park, classes
- Water play area
- Orchard
- Park
- Small gathering spaces (public)
- Farmer's market
- Flower gardens (colorful)

Least Support

Only positive and mixed results were received in the Public Spaces category.

Top Mixed Results

- The dog park was a very contentious issue with 12 green dots in support and 13 red dots in opposition.
- A fountain or other water feature was supported more than 2-to-1 over opposition to the concept (7 green dots, 3 red dots).
- A linear park, similar to Riverside Park in New York or those found in Portland, was mostly supported with 7 green dots, but there was some opposition to the concept with 2 red dots.

Circulation

Highest Support

- Community members are very concerned about the traffic impact on Los Gatos Boulevard (18 green dots) and somewhat concerned about the traffic impact on Lark Avenue (8 green dots).
- Community members would like the project to incorporate a pedestrian-friendly design.
- Community members would like to see bike lanes incorporated into the project.

Least Support

There were no items in the Circulation category that received a strong lack of support.

Mixed Results

There were no noteworthy items of contention in this category.

Miscellaneous Ideas and Issues

Highest Support

Saving the orchard received an overwhelming amount of support, with 13 green dots. It was observed that most of these came from a single community member.

Least Support

Stepped back buildings were opposed with 3 red dots.

Mixed Results

A movie theater was mostly opposed (3 red dots), with 1 green dot in support.



COMMUNITY WORKSHOP #1
DOT EXERCISE RESULTS
Saturday, April 2, 2011

CATEGORY	GREEN DOTS	RED DOTS
Essence of Los Gatos		
Trees and rural setting	10	0
Preserve views of mountains	9	0
Environmentally friendly	9	0
Walkability - pedestrian linkages, bikes	7	0
Trails and bikeways outdoors	7	0
No big shopping centers	6	1
Historic	6	0
People-friendly	6	0
Small charming town	5	0
Los Gatos is not urban - low density, not tall, orchards	4	3
No tall buildings	4	2
Links surrounding communities	3	0
Desirable destination	3	0
Highly regarded schools	2	0
Community, excellence - school, vision	1	0
Diversity, eclectic - architecture, people	1	0
Town vs. city	1	0
Varied topography	1	0
Gateway to mountains	0	0
TOTAL:	85	6

**COMMUNITY WORKSHOP #1****DOT EXERCISE RESULTS****Saturday, April 2, 2011**

CATEGORY	GREEN DOTS	RED DOTS
Land Use		
Integrated vision (Los Gatos Boulevard, whole town, North 40)	15	0
New school (elementary, no pre-fab)	8	5
Rec area (active)	7	0
Senior housing/assisted living (rental)	7	0
Underground parking	6	0
Other open spaces developed before North 40	6	0
Small businesses	5	1
Local family restaurants	5	0
Environmental consideration (lower mitigation measures)	5	0
Long-term vision	5	0
Farm land	4	0
No big box center (Home Depot, Costco, BBB, Nordstrom)	4	0
Variety of uses (retail)	4	0
Mixed income residential	3	1
Small parking lots/no large surface lots	3	0
Develop Infill areas first	3	0
No medium or small box	2	2
Density in the right places	2	1
Coordinate with Netflix development	2	0
Parking structures (well designed, sound buffer)	2	0
Well articulated large pad	1	2
Low impact on schools	1	0
No Costco	1	0
Needed uses in appropriate building forms	0	0
TOTAL:	101	12



COMMUNITY WORKSHOP #1
DOT EXERCISE RESULTS
Saturday, April 2, 2011

CATEGORY	GREEN DOTS	RED DOTS
Architectural Character		
360° architecture	12	0
Complement existing town character	11	0
Pedestrian-friendly designs	8	0
Diversity/eclectic	7	0
Blended and integrated architecture	4	0
Not strip mall	4	0
Buildings set back from Los Gatos Boulevard	3	0
Tuscan-Mediterranean	3	0
High quality	3	0
Balance high buildings with open space and low buildings	3	0
Parking behind buildings	2	3
Craftsman	2	1
Historic preservation	2	1
No Mission	2	1
Not modernist	2	1
Designate where high buildings go	2	0
Victorian	1	3
4 story max	1	2
Evolved over time	1	0
Small scale	1	0
No prefab	1	0
Authentic second story	1	0
Maximize views inward and outward	1	0
Incorporate historic elements	1	0
Blended color (no standout buildings)	0	4
TOTAL:	78	16



COMMUNITY WORKSHOP #1
DOT EXERCISE RESULTS
Saturday, April 2, 2011

CATEGORY	GREEN DOTS	RED DOTS
Public Spaces		
Dog park	12	13
Performance venue	11	0
Event/festival area	10	0
Connect Vasona Trail	9	0
Pruch Park - farm, park, classes	9	0
Water play area	8	0
Fountains - water feature	7	3
Linear park (see Portland, Riverside Park-NY)	7	2
Orchard	6	0
Park	5	0
Small gathering spaces (public)	5	0
Farmer's market	5	0
Flower gardens → color	5	0
Pocket parks	3	0
Community garden	3	0
Publicly accessible	2	1
TOTAL:	107	19
Circulation		
Traffic impact on Los Gatos Boulevard	18	1
Pedestrian-friendly design	11	0
Traffic on Lark	8	0
Bike lanes	6	0
Meandering walkways	3	0
Minimal driveways	3	0
Blend Los Gatos Boulevard design	2	0
Divert around historical trees	2	0
Parking in back	2	0
Alleys	1	2
Revisit southbound ramp at Hwy 85	1	1
TOTAL:	57	4



COMMUNITY WORKSHOP #1
DOT EXERCISE RESULTS
Saturday, April 2, 2011

CATEGORY	GREEN DOTS ●	RED DOTS ●
Miscellaneous Ideas and Issues		
Save the orchard	13	0
Art/landscaping to depict/preserve ag history	3	0
Arts and crafts	3	0
Linked walkways between buildings (e.g. Santa Barbara, San Luis Obispo)	2	0
Outdoor dining	2	0
Movie theater	1	3
No mistakes like the new Safeway (height)	1	0
Tennis courts	1	0
Community arts center	1	0
Stepped back buildings	0	3
Need storm drains and sewers	0	1
Los Gatos Boulevard gateway treatment	0	0
Appreciate local context! SR85/SR17 - this is not downtown	0	0
TOTAL:	27	7



MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT

To: North 40 Advisory Committee

From: Wendie R. Rooney, Director of Community Development

Subject: North 40 Related 2020 General Plan Goals, Policies and Actions and Citations

Date: June 29, 2011

One of the topics for the June 29, 2011, North 40 Advisory Committee will be a discussion of General Plan Goals, Policies and Actions as well as other General Plan or General Plan Environmental Impact Report (EIR) citations that are relevant to the North 40 Specific Plan. These provide both the vision and guidance for the development of the Specific Plan. Staff requests that Committee Members review this material in preparation for a discussion at the Advisory Committee meeting.

General Plan Land Use Element Overlay Designations:

The North Forty Specific Plan Overlay is applied to the approximately 40-acre property bounded by Los Gatos Boulevard to the east, Highway 17 to the west, Lark Avenue to the south, and Highway 85 to the North. This Overlay requires the preparation and adoption of a specific plan that will determine the mix of uses, dimensional standards, architectural standards, phasing, and infrastructure to support the development of the property prior to approval of any entitlements. Drawing on the draft North Forty Specific Plan prepared in 1999, the General Plan overlay designation is intended to help guide the future development of this property. The 2020 General Plan Environmental Impact Report assumed a maximum capacity of 750 mixed residential units and 580,000 square feet of retail and offices uses for the purposes of assessing environmental impacts associated with the development of the property. While this is the maximum development capacity under this General Plan, the specific plan may be approved with lower densities and square footage of residential and commercial uses, respectively. The North Forty Specific Plan will be based on the following general guidelines:

- ◆ Include a mixture of uses that will complement the Downtown and the rest of the community.
- ◆ Be based on sustainable and "smart" development practices.
- ◆ Include public gathering spaces such as a plaza and park.
- ◆ Provide for a variety of residential housing types, both rental- and owner occupied.
- ◆ A minimum of 20 percent of the units shall be affordable to households at the moderate income level or below.
- ◆ Include high-quality architecture and design that reflects the rural and agricultural history of the site.
- ◆ Provide pedestrian-oriented buildings along the Los Gatos Boulevard frontage, with minimal parking oriented to the street.
- ◆ Take advantage of the grade change across the site.

- ♦ Continue the “boulevard treatment” along Los Gatos Boulevard, with interconnections from one parcel’s drive aisle to the next.
- ♦ Include connections to existing intersections along Los Gatos Boulevard and Lark Avenue.
- ♦ Develop gateway or landmark features at Los Gatos Boulevard and Lark Avenue and at Los Gatos Boulevard and the Highway 85 off-ramp.
- ♦ Provide an easily accessible, fully connected street network that encourages walking.
- ♦ Provide a vegetative buffer and screening along Highways 17 and 85.
- ♦ Preserve Town character and views.

Relevant General Plan Goals, Policies, Actions and Citations (Goals are bolded and the associated Policies and Actions follow each goal):

Goal LU-4: To provide for well-planned, careful growth that reflects the Town’s existing character and infrastructure.

Policy LU-4.1: Integrate planning for the North Forty area, Los Gatos Boulevard, Vasona Light Rail area, and Downtown so that development in each area takes into consideration the Town as a whole.

Goal LU-11: To plan for development of a variety of uses in the North Forty area in a coordinated and comprehensive way.

Policy LU-11.1: Zoning shall be changed as part of development applications to provide consistency with the Vasona Light Rail Element and other elements of this General Plan and with any future specific plan prepared for this area.

Policy LU-11.2: The Town shall encourage uses that serve Town residents. These include, but are not limited to, open space, playfields, office, retail, and other commercial uses. Residential uses may be permitted as part of mixed-use development and only with acceptable mitigation of adverse noise, air quality, and other environmental hazards.

Policy LU-11.3: Provide coordinated infrastructure in the North Forty area.

Policy LU-11.4: Include a variety of regional destination and local-serving commercial uses in the North Forty area, following a logical land use pattern that takes advantage of the site opportunities while protecting adjacent uses.

Policy LU-11.5: Avoid negative effects on the long-term development potential of the area surrounding the North Forty area.

Policy LU-11.6: Incorporate multi-modal links from the North Forty area to the Vasona Light Rail station into the North Forty Specific Plan.

Action LU-11.1: Prepare and adopt a specific plan for the North Forty area prior to development of the site.

Goal VLR-3: To encourage mixed-use developments that coordinate housing in proximity to either neighborhood commercial uses or employment centers.

Policy VLR-3.4: Encourage mixed-use development of commercial, office, and medium-high density residential uses in the North Forty area and along East Los Gatos Boulevard, north of Lark Avenue.

Goal VLR-9: To reduce traffic impacts of residential development within the Vasona Light Rail area by taking advantage of mass transit opportunities.

Policy VLR-9.5: Promote the development of mass transit links between Los Gatos Boulevard, particularly any development on the North Forty site, and the planned Vasona Light Rail station.

The following are 2020 General Plan Environmental Impact Report (EIR) North Forty Overlay Citations:

In the proposed Draft 2020 General Plan, the North Forty Specific Plan Area Overlay is designated with the existing Mixed-Use Commercial land use designation, as well as with a tailored "Specific Plan Area Overlay" designation. The North Forty Specific Plan will be developed under a separate planning process. The North Forty Specific Plan will determine the mix of uses that will occur on the approximately 44-acre site within the limits identified in the proposed Draft 2020 General Plan. This Specific Plan will limit development to not more than 750 dwelling units of mixed residential types. Nonresidential uses for this Specific Plan are limited to a total of 580,000 square feet of retail and office development. The Specific Plan may also specify a hotel on the site.

The North Forty area contains the largest remaining contiguous parcels in Los Gatos with the potential for significant new development. The North Forty Specific Plan Area Overlay applies to the group of parcels that will be developed in a cohesive manner that is consistent with the goals of the proposed Draft 2020 General Plan. This Overlay designation requires that a Specific Plan be developed and approved by the Town prior to any significant large-scale development in this area. A Specific Plan is defined in the California Government Code (Section 65450 et seq) as a legal tool for detailed design and implementation of a defined portion of the area covered by a General Plan. A Specific Plan includes detailed regulations, conditions, programs and/or proposed legislation that are needed to implement General Plan designations and policies on a particular site. The intent of the North Forty Specific Plan Area Overlay is to provide a planning framework for future development of the area. Without a comprehensive plan to guide future development, individual parcels may not develop consistently with the broader community goals of:

- ◆ Providing coordinated infrastructure,
- ◆ Including a variety of regional destination and local-serving commercial uses, following a logical land use pattern that takes advantage of the site opportunities while protecting adjacent uses and
- ◆ Avoiding negative effects on the long-term development potential of the larger area.

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2 VISION

A. What Makes Los Gatos Special

What makes Los Gatos special is its small-town atmosphere, strong sense of place, varied architecture, reminders of the past, traditions, unique physical setting, good schools, low crime rate, and the concerned and involved people who make up the community. The desire to protect the Town's high quality of life is demonstrated by extensive citizen participation in many service groups and community issues.

While residents may disagree over specific issues, they share a common vision of the future of Los Gatos. Residents are adamant in their desire to maintain a high quality of life and preserve the character of the Town. The overall community consensus is that Los Gatos should:

- ◆ Foster a pedestrian-oriented community with a small-town character;
- ◆ Maintain a balanced, well-designed mix of residential, commercial, service and open space uses through integrated land use planning;
- ◆ Be a full-service community that is also environmentally sensitive;
- ◆ Support an active business community that provides a wide variety of goods and services and a broad range of employment opportunities, minimizing the need to travel to other communities;
- ◆ Provide a well-run, efficient municipal government that is fiscally healthy, with high levels of public safety, recreational, art and cultural amenities and that is supportive of high quality education.

The Town has an eclectic mix of building styles. It boasts a unique combination of old and new buildings that are indicative of a community that has evolved over a period of time. The Town's architecture ranges from a few homes built in the 1850s to a beautifully preserved mix of Victorian cottages and Craftsman bungalows, some Victorian and Art Deco commercial buildings, post World War II ranch houses and postmodern homes and commercial buildings from more recent decades. The Town demonstrates that it is possible to value innovation while appreciating and preserving the past.

B. Role of the General Plan in Achieving the Vision

The overall role of the 2020 General Plan is to provide a framework to ensure that the Town:

- ♦ Is a full-service community that is also environmentally sensitive;
- ♦ Maintains a balanced, well-designed mix of residential, commercial, service, and open space uses through integrated land use planning that fosters a pedestrian-oriented community consistent with a small-town character;
- ♦ Maintains and expands existing park and open space land to maintain and enhance quality of life and promote sustainability;
- ♦ Meets the changing needs of the Town's youth and senior populations;
- ♦ Supports an active business community that provides a wide variety of goods and services and a broad range of employment opportunities, minimizing the need to travel to other communities;
- ♦ Provides a well-run, efficient municipal government that is fiscally healthy with high levels of public safety, recreational, art and cultural amenities and that is committed to a high quality of life;
- ♦ Promotes a sustainable and environmentally conscientious community through conservation of resources, reduction in greenhouse gas emissions and smart-growth practices; and
- ♦ Provides housing that meets the needs of a diverse community.

C. Vision Statement

Los Gatos is home. It is the type of community people want to live in because they feel a sense of belonging. When residents drive south on Highway 17, cross over Highway 85, see the beautiful Town of Los Gatos nestled at the base of the Santa Cruz Mountains, they know they are home. Los Gatos is an oasis of calm within one of the major economic engines of the world, Silicon Valley. People feel safe here. The Town provides excellent schools, a won-

derful Downtown, diverse shopping experiences, and an open and responsive government. It offers amenities, support, and a high quality of life to all residents, including youth and seniors. It incorporates a network of beautiful, well-maintained parks and safe, accessible trails. Its citizens and its government understand the importance of sustainability and are committed to making choices that protect and preserve Los Gatos's valuable natural environment and reduce global environmental impacts.

Los Gatos is a truly special place, and residents want to protect their community from the increasing development pressures of the region. Residents expect all new development to fit into the fabric of the community and they expect that new businesses will enhance their high quality of life. Residents hold proposed development projects to a higher standard because what is approved in other communities may not be acceptable in Los Gatos.

New development must keep pace with the community's needs and must reflect the community's values. Extreme care is used in approving all new development applications. The impacts of new development are evaluated in light of the development's overall benefit to the community. In addition, the benefit of new development is measured against the ability of the proposed development and its architectural style to harmonize with existing development while minimizing impacts on existing residential neighborhoods and infrastructure. Input from surrounding residents and property owners is a major consideration during any development review process.

Preserving the small-town character of Los Gatos requires attention to a collection of related issues, including human scale of development, historic preservation, density and intensity, population growth, Downtown preservation, development in the Highway 85/North Forty area, congestion, open space, views of the hills, the type of businesses located in Town, protection of the Town's various neighborhoods, and community design.

TOWN OF LOS GATOS
2020 GENERAL PLAN
VISION

The Town can utilize three important means for ensuring the continuity of values:

- ◆ Providing mechanisms for broad public participation in government in general and planning in particular;
- ◆ Taking initiative to coordinate with other jurisdictions on regional issues that impact the Town's character and quality of life;
- ◆ Consistent and resolute enforcement of the General Plan, specific plans and the Town code.

Residents expect strong leadership from their elected officials to guide the community and to ensure that the high quality of life in Los Gatos is protected for future generations. The General Plan is the Town's guide to achieve this vision.

Many of the issues identified in the General Plan are sustainability issues, including: open space, hillside preservation, environmental quality, natural plant and animal life conservation, resource conservation and community design.

CHAPTER 2 - MASTER PLAN

NORTH FORTY SPECIFIC PLAN

□□□ A. Purpose and Applicability

This chapter establishes the overall planning and design concepts that together create the "framework" for development of the entire North Forty area. This chapter provides the goals and objectives for development of the Specific Plan area; the overall urban design plan for public and quasipublic areas; the distribution of land uses; and the policy direction to preserve the site's character.

□□□ B. Vision Statement

The North Forty area is envisioned to be comprehensively planned and developed with commercial mixed uses. The variety of allowed land uses (e.g., retail commercial, office, entertainment, restaurants, lodging, and public and civic uses) will work together in a complementary and synergistic fashion to create a lively, dynamic place that provides goods and services for the following hierarchy of target groups:

- 1) Town residents;
- 2) Residents of adjacent neighborhoods outside the Town;
- 3) Residents of adjacent cities; and
- 4) Tourists.

The types of uses envisioned for the North Forty area are ones that will not directly compete with the Town's downtown area as a destination. Proposed uses should complement existing businesses in the Town. The intensity of development will be limited to that which can sustain an acceptable level of service on surrounding roadways and intersections.

There is no particular architectural theme envisioned for the North Forty area. However, the architectural style, juxtaposition of the structures, and extensive pedestrian amenities will provide interest and excitement while at the same time provide a high quality of design that is enduring and reflective of the small-town character of Los Gatos. The creation of a unique, pedestrian-oriented "sense of place" is envisioned.

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I. INTRODUCTION

A. Vision Statement

The Los Gatos Boulevard Plan has been created and adopted in order to establish a partnership among residents, businesses, property owners and the Town government to develop the Boulevard as a distinct place that enhances the quality of life of the people of Los Gatos through its economic vitality, beauty, and community.

To realize this Vision, the overall Goals of the Plan are to:

- Preserve and project the essence of Los Gatos' history, individuality, character, and natural environment.
- Promote commercial activity that complements the whole Town. Provide a dependable source of income, employment opportunities, goods and services.
- Provide for attractive, easy and effective access to, from and through the Boulevard.
- Provide effective links and interfaces between neighborhoods and commercial areas.

The purpose of the Plan is to establish short, medium and long range goals, policies and implementation measures including priorities for Boulevard improvements.

B. Study Area and Conditions

The Los Gatos Boulevard Plan Study Area extends for approximately 1.8 miles between the Route 85 interchange to the north and Spencer Road to the south. Land use in this area consists primarily of mixed use commercial, neighborhood shopping centers, auto sales and repair and office. Existing zoning provides for the broadest range of mixed use commercial and residential uses excluding industrial and manufacturing. The following vicinity maps illustrate 1) the study area location in relationship to downtown Los Gatos, and 2) the land uses along Los Gatos Boulevard as of June 1997.

Several events have combined to lead to the current conditions along Los Gatos Boulevard: construction of Highway 85, relocation of several businesses leaving large vacant lots and buildings, and a message from both business owners and residents for a re-examination of the development and public improvement goals for the Boulevard. These events were the catalyst for the Town's re-evaluation of the Boulevard development goals.

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Creating a Specific Plan Vision Statement

What is a Vision Statement?

A vision statement paints a picture of the future. In a specific plan the vision is often articulated in a chapter with text and images that provide an overarching description of the desired future state. Good vision statements are optimistic, inspiring, establish a standard of excellence and bridge the present to the future.

Purpose of a Vision Statement

The vision statement guides development and all other specific plan components. Vision statements should be supported by goals, objectives and/or planning principles that further articulate the future vision with respect to various topics, such as:

- Land Uses
- Economic Development
- Transportation/Circulation
- Community Character
- Natural Resources
- Sustainability
- Parks and Open Space
- Implementation

Vision statements often address the specific plan's intended primary users such as stakeholders, businesses, residents, the Town, and developers as well as how the specific plan provides value to these users (for example, offering specific types of land uses, services or amenities).

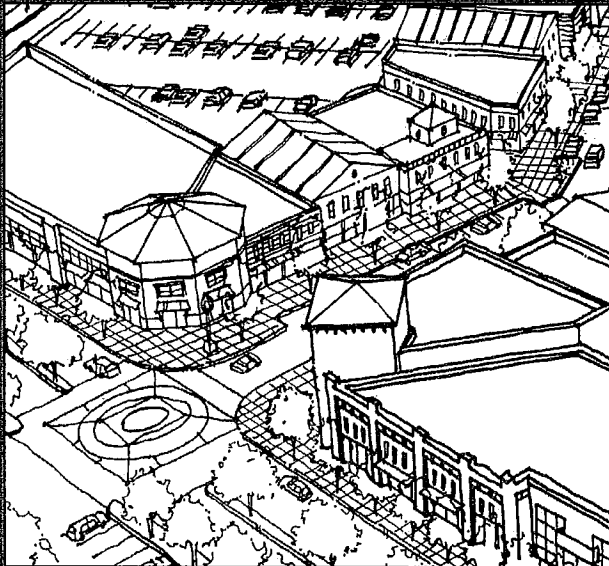
Examples of Vision Statements

As specific plans vary widely, vision statements vary widely in form and content. An example of a single sentence vision statement for a specific plan could be:

To transform a former industrial area of our community into an attractive, safe, healthy, and vibrant new neighborhood of residential, commercial, public, park, and open space uses.

Graphics, as well as narrative, play a key role in conveying future vision concepts.

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chapter

2

vision & principles

2.1 VISION AND DESIGN PRINCIPLES

The vision for the Scotts Valley Town Center has been evolving for 20+ years. This Specific Plan builds from the past efforts to create this vision for the Scotts Valley Town Center.

VISION STATEMENT

The Town Center vision provides a vital center to the City of Scotts Valley by offering a mix of commercial and residential uses that will energize and unify Scotts Valley. These uses will be supported by a library, outdoor dining opportunities, and a town green where people can congregate and come together as a community. The City and the community value the importance of sustainable planning and design concepts. These concepts were used to guide the visioning process.



2.1.1 TOWN CENTER VISION

GOALS

1. The vision for Scotts Valley Town Center is to create a "Downtown" or "Town Center" for Scotts Valley that is a destination for shopping and entertainment. It is a town center that fosters a sense of community by integrating common open spaces in the form of plazas and the town green to provide places for people to relax, play, and interact.
2. It establishes a distinct community center that offers a variety of land uses (including residential, retail, and civic uses).
3. The Town Center vision provides a well connected system of streets and paths both internally and to surrounding uses, to allow users to choose from a variety of transportation modes including walking and biking.
4. It incorporates a range of pedestrian-oriented amenities (i.e. wide sidewalks, street trees, street lighting, benches, etc.) and pedestrian paths creating inviting spaces to walk and shop.
5. Enriched with new shopping, dining, and living opportunities that are focused around the town green and anchored by a new community library facility, the Town Center becomes "the heart of the City."

vision and principles

The following Plan Area Design Objectives and Guiding Principles were developed and refined from input received through meetings with City representatives, stakeholder meetings, and community workshops. These design objectives and principles act as the foundation from which this Specific Plan was crafted and are consistent with the objectives of the City of Scotts Valley's General Plan and Municipal Code.

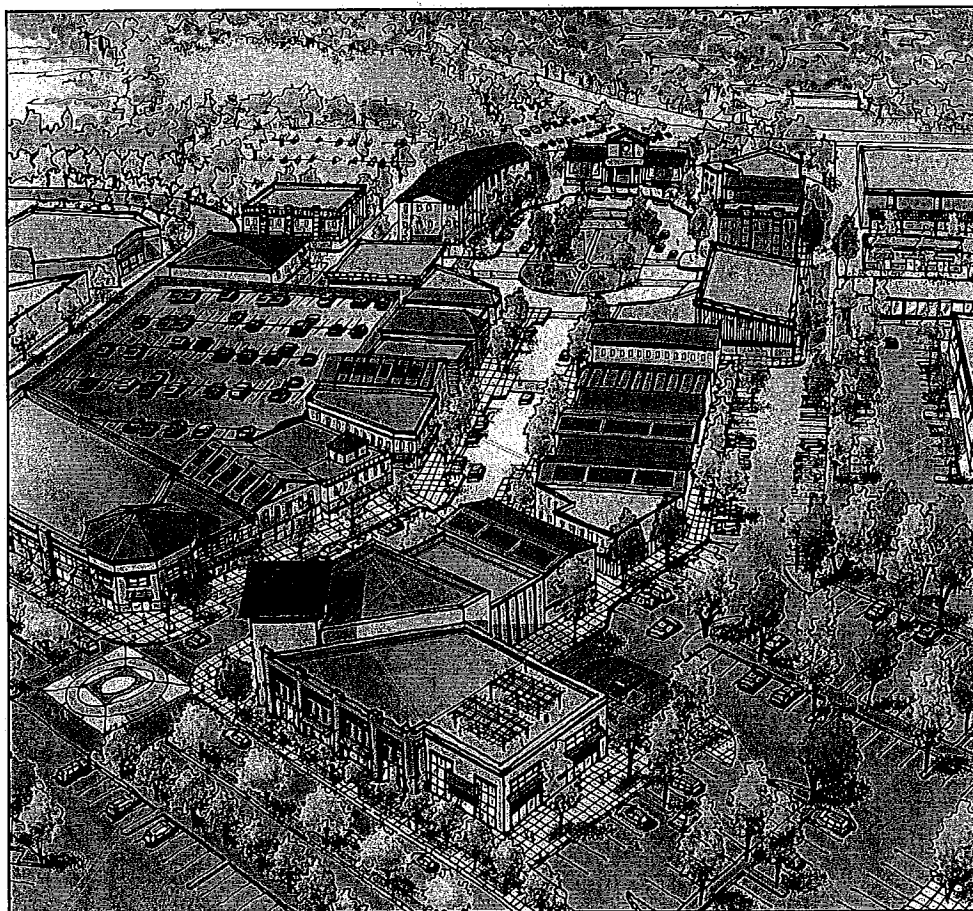
Plan Area Design Objectives

1. Develop a distinct pedestrian-friendly streetscape along Mt. Hermon Road leading into the Plan Area with amenities, landscaping, and wide sidewalks.
2. Establish strong connections through effective streetscape and architectural design elements, both within the Plan Area and to surrounding uses such as the Scotts Valley Community Center, Scotts Valley Recreation Center, adjacent retail, and residential neighborhoods.
3. Create gateways at key intersections to denote entries into the Plan Area and establish a unique quality and identity for the Town Center.
4. Integrate a variety of housing opportunities throughout the project area that include a mix of product types and densities.
5. Incorporate a centrally located town green in the Plan Area that serves as the center of community events and celebrations (i.e., farmers markets, art shows, picnics, etc.).
6. Focus mixed-use development along Mt. Hermon Road and into the core of the Plan Area locating office and residential uses above ground level retail. Provide an opportunity for medium density residential with the intent of supporting the primary commercial and retail uses.
7. Plan for entertainment, community-serving retail, and related uses such as specialty markets and bookstores.
8. Encourage new public and quasi-public uses, such as a new public library or other family-oriented uses.
9. Encourage shared parking facilities, on-street parking, and opportunities to reduce parking that cannot support multiple businesses.
10. Prohibit certain land uses that erode the desired pedestrian village concept, such as mini-storage, building supplies, drive-thru restaurants, auto repair, etc.
11. Create a plan that reflects the Town Center Guiding Principles.

vision and principles

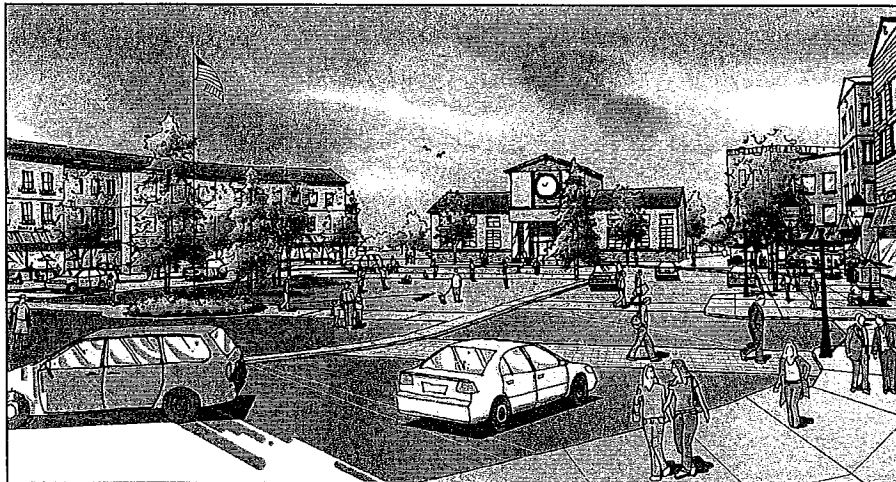
Guiding Principles (approved by the City Council in April 2007)

1. Create a unique business and residential attraction for Scotts Valley and surrounding area.
2. Provide for a mixed-use Town Center including retail, housing, public buildings, entertainment and restaurant uses.
3. Use market study to establish the mix of commercial and residential uses that fit with the Town Center concept.
4. Relate and link Town Center development to surrounding public uses and facilities (i.e., Transit Center, Community Center, Senior Center and Community Park (Skypark)).
5. Incorporate street designs that are safe, comfortable and convenient for cars, pedestrians and bicyclists with appropriate street widths, landscaping, sidewalks and traffic calming design features.
6. Emphasize pedestrian activities and spaces and integrate into overall development.



vision and principles

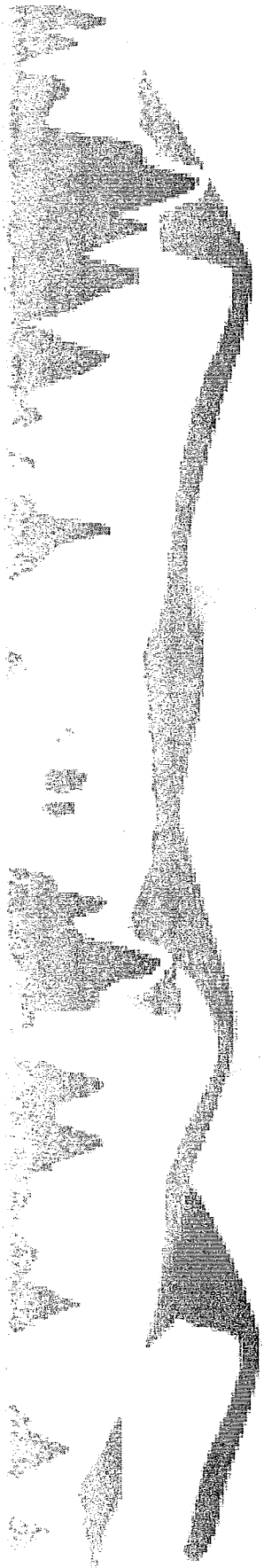
7. Provide safe and convenient parking for business and residential uses that minimize the visual impact on pedestrian and residential areas through parking location, shared parking, buffering and traditional main street design.
8. Provide a place for community gatherings (i.e., farmers market, concerts, festivals and other community events).
9. Overall Town Center and building design should be timeless and non-thematic and ensure the fine grain detail of a pedestrian-friendly environment.
10. Provide a range of housing types from attached single-family townhomes and condominiums to apartments.
11. Incorporate affordable rental/owner housing in the housing mix.
12. Incorporate sustainable development policies and green building design standards in Town Center development.
13. Provide the opportunity for community participation in all phases of the planning process; confirm vision, review plan elements and design alternatives and review draft plan and plan selection.
14. Provide a planning and design framework to help coordinate phased development through public/private partnerships.
15. Provide a Town Center infrastructure improvement program that can provide a basis for grant assistance from State and Federal organizations and capital improvement scheduling and budgeting.



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CHAPTER FOUR:

VISION AND PLANNING PRINCIPLES



IV. VISION AND PLANNING PRINCIPLES

As the City, its residents, merchants, and organizations strive toward "vitalizing" and beautifying downtown Tehachapi, the following vision statement should serve as a guide to achieve success.

Downtown Tehachapi should be an attractive destination within the greater community with a special and distinctive feeling. Unlike other districts in Tehachapi, downtown will contain a rich mix of uses for travelers and residents alike, including entertainment, shopping, dining, civic, and cultural activities, set in an attractive physical environment.

- Downtown Tehachapi should be a place that is:
 - Easy to find and attractive to visitors from surrounding communities and Highway 58 travelers
 - Reflective of Tehachapi's special four-season climate, geographical features, history, local crafts and products
 - Known for its historical architecture, choice of restaurants and shops, lively streets, yearly events, parks, theaters, and the appeal of a quaint downtown physical environment

- A mix of uses responsive to resident and visitor needs, including retail goods, focused commercial services, professional office space, health and government services, community organizations, schools, cultural facilities, hospitality services, entertainment, and a range of residential types
- A special district with easy access and convenient parking in both on-street and off-street locations

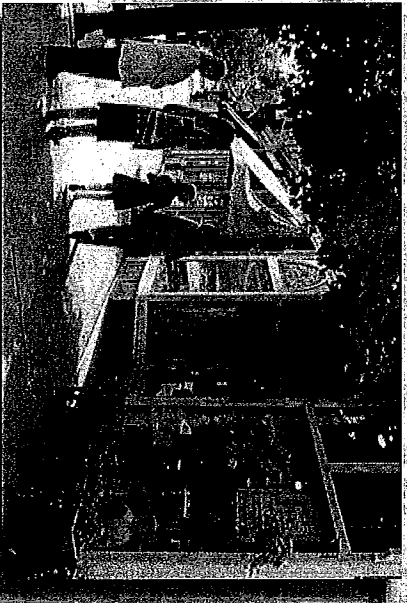
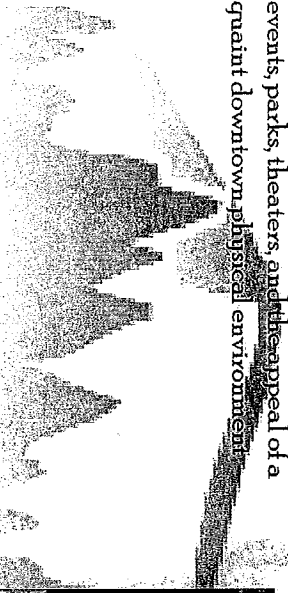
This vision for downtown Tehachapi can be accomplished by applying the following methods:

- Long-term commitment: Setting a clear and well-defined vision for the future, of downtown Tehachapi requires a commitment by its residents, property owners, merchants, City government, and service organizations to a strategic, long-term revitalization effort. Tehachapi's Main Street organization will be central and operate as a "joint organization" in keeping the revitalization effort moving forward and in promoting the City's accomplishments of these goals.

Positive mind set: "If there is a will, there is a way." Displaying a willingness to think opportunistically to allow flexibility and creativity to accomplish these key steps toward a vision is imperative.

Base hits versus home runs: Residents need "instant gratification". Implementing the revitalization plan must include regular and timely accomplishment of physical and programmatic change in order to show progress and keep interests high among the City's residents, merchants, and business owners.

Teamwork: The public and private sectors depend upon each other in this revitalization effort. From laying a foundation of clear and friendly public policy to economic partnerships, public and private investment can be nurtured and directed set at clear expectations for the future in terms of environment, quality of investment, the desired uses, and the special sense of place to promote this vision and help private investment to achieve it.



Pedestrian friendly downtown environment

Incentives versus regulation: Use an incentive based public policy to assist the private sector and accomplish desired investment in the downtown area. The saying, "You can attract more bees with honey than vinegar" has direct application to downtown revitalization.

Specific recommendations and actions: In support of the vision statement outlined in the previous paragraphs, the following bullet points and conceptual diagrams offer additional detail to help focus on the revitalization efforts. The Master Plan for downtown Tehachapi builds on these ideas and is articulated in greater detail in chapter 5.

- Creation of an identifiable district through the establishment of consistent public realm treatment, graphics, logo, gateways to the downtown at Highway 58 and on Tehachapi Boulevard.
- Improve connections to Tucker Town and surrounding neighborhoods in all directions.

- Beautification of Tehachapi Boulevard both east and west of the project study area to serve as an enhanced entrance to the downtown core. Beautification of Mill Street and the principal downtown streets of Curry, Green, Robinson, Tehachapi Boulevard, F, and E Street.

- Implementation of pedestrian improvements including consistent street lighting, repaired sidewalks, clearly marked pedestrian crosswalks, and comfortable street furnishings.

- Creation of attractive public spaces including a central plaza at the intersection of Green and the F Street alley adjacent to the Beekay Theater and improvement of Railroad Park. In addition, other public plazas could be located throughout the commercial core on key intersections such as Robinson and Tehachapi, and Curry and Tehachapi.

- Circulation and parking improvements including creation of more on-street parking and convenient easy to find off-street parking supported by an effective way-finding system.

- Creation of design guidelines that reflect desired historical character and establishment of a façade improvement program to assist building owners and merchants to achieve the desired architectural look.

- Adjustments to land use and zoning designation in the downtown area by removing uses that conflict with a destination environment.

- Assist in strategic relocation of select business, intensification of residential uses, including allowing residents on the second floor locations in the core area.

DOWNTOWN MASTER PLAN

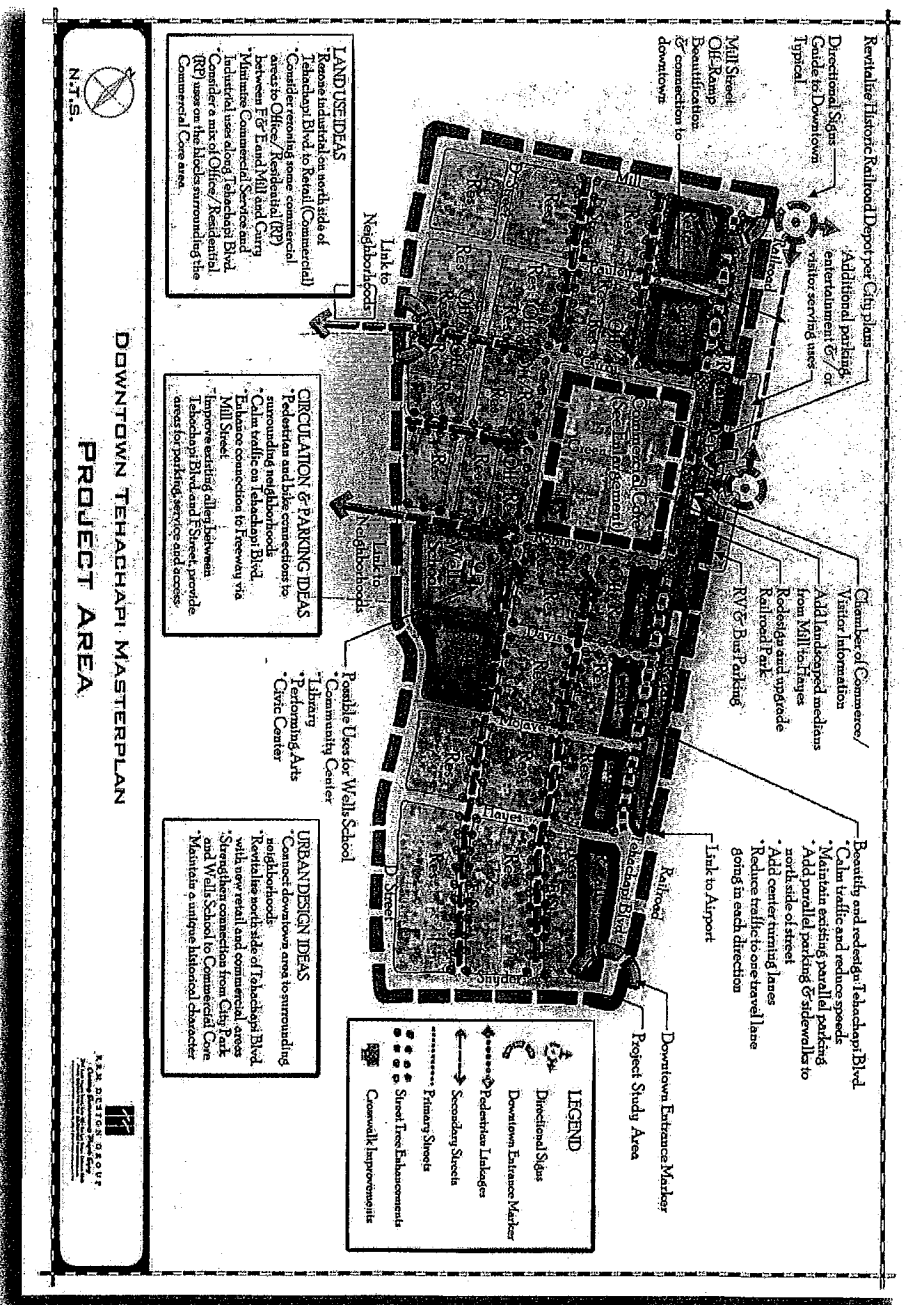
IV-2



Wider sidewalks can allow for outdoor cafes and public plazas

Zone land along the north side of Tehachapi Boulevard from industrial to commercial retail and populating the project area with additional residences by select rezoning of C-2 properties as residential.

Creation of development standards to allow greater lot coverage in select areas of the core. Reduce required on-site parking for retail and office uses in the core area. Allow additional sidewalk signage and outdoor dining in public space areas.





Collaborate with other agencies to achieve revitalization efforts including reuse of Wells School, modernization and redesign of the hospital or reuse of the hospital site, screening and beautification of the Caltrans yard or relocation of the Caltrans yard and redevelopment with other uses, work with Union Pacific Railroad to redevelop properties on the north side of Tehachapi Boulevard, work with postal service in keeping a downtown location for mail pickup and post office boxes.

Institute a community beautification awards program which identifies and recognizes efforts by business owners and residents to clean up, restore, and beautify their properties. Reduce visual clutter by strategic under grounding of utilities, removal, or relocation of billboards, reduction of storefront window advertisements.

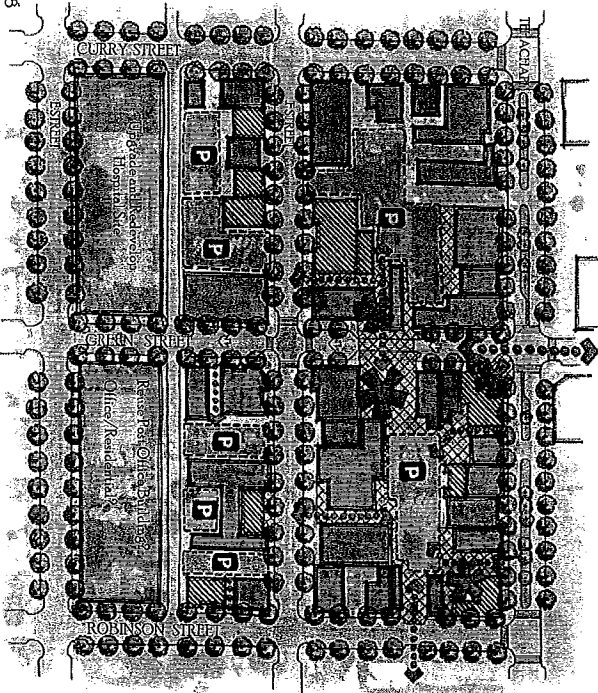
Work with local service organizations on Main Street Tehachapi, coordinate promotional events, and support a downtown business organization.

LAND USE IDEAS

- **Desirable** uses should include restaurants, entertainment, retail shops, etc. at street level with office above.
- **Discourage:** Commercial service and industrial i.e. gas stations, auto repair and sales—





CIRCULATION IDEAS

- Locate public parking off alleys behind commercial buildings.
- Create shared parking or parking district
- Consider diagonal parking along Green St. & one way south
- Consider redesign of Tehachapi Blvd to include: median turn lanes, wider sidewalks & parallel parking
- Consider traffic calming measures: street trees, mid block crossings, bulb-outs, etc.



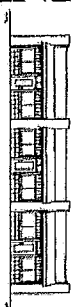
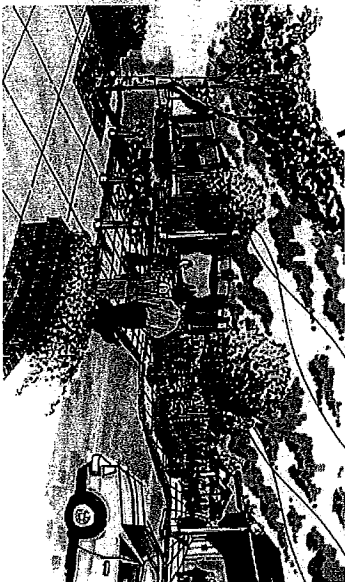
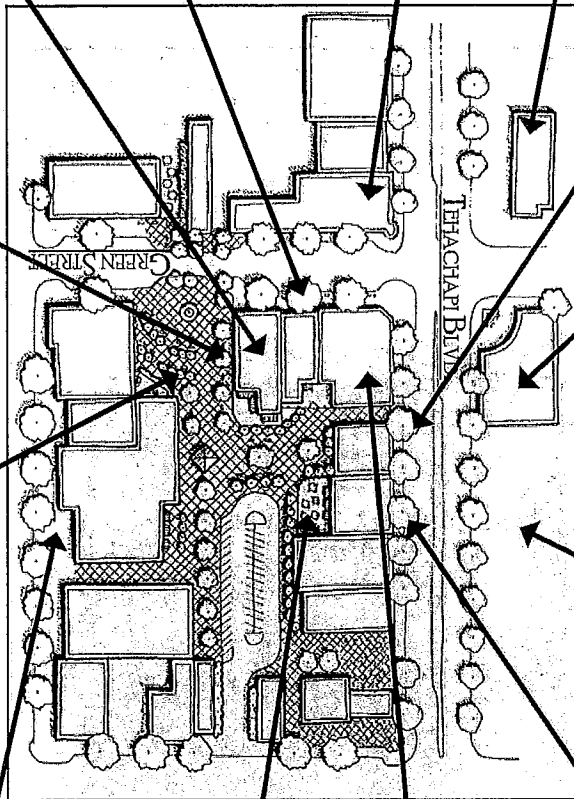
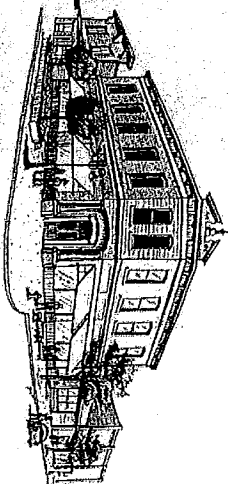
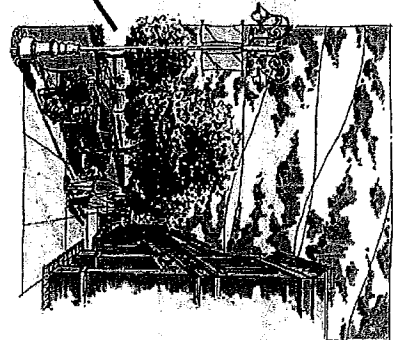
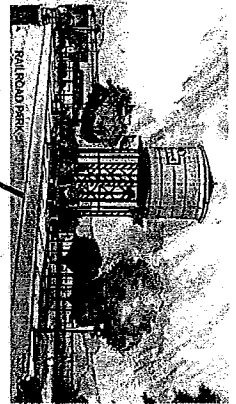
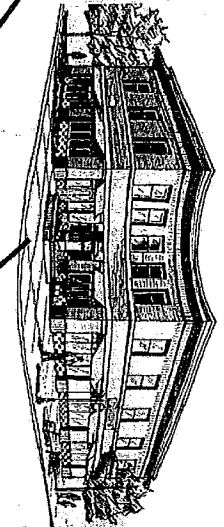
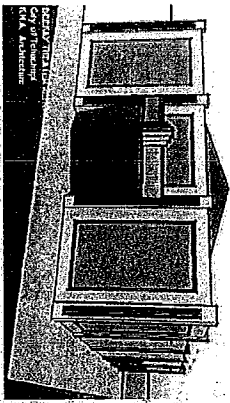
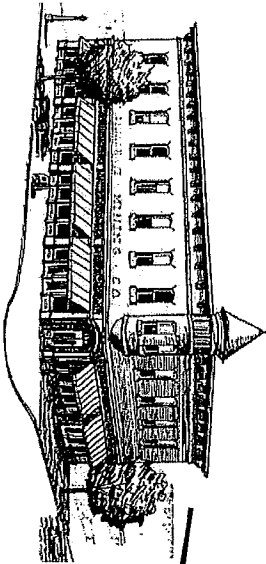
URBAN DESIGN IDEAS

- Create central "town square" at Green St & Beekay Theater
- Increase pedestrian safety & comfort by means of street trees, signs, lighting, & furniture
- Expand sidewalks & enhance cross walks at key intersections
- Create opportunity for sidewalk dining
- Strengthen pedestrian connection between parking & street
- Reduce visual "clutter," i.e. signs, poles, billboards,.....
- Infill / Redevelop vacant or underutilized sites with new commercial/ office - mixed use
- Upgrade building facades

-  Infill development of underutilized properties
-  Public parking
-  Urban plazas
-  Street trees/lighting/street furniture

DOWNTOWN TEHACHAPI MASTERPLAN COMMERCIAL CORE

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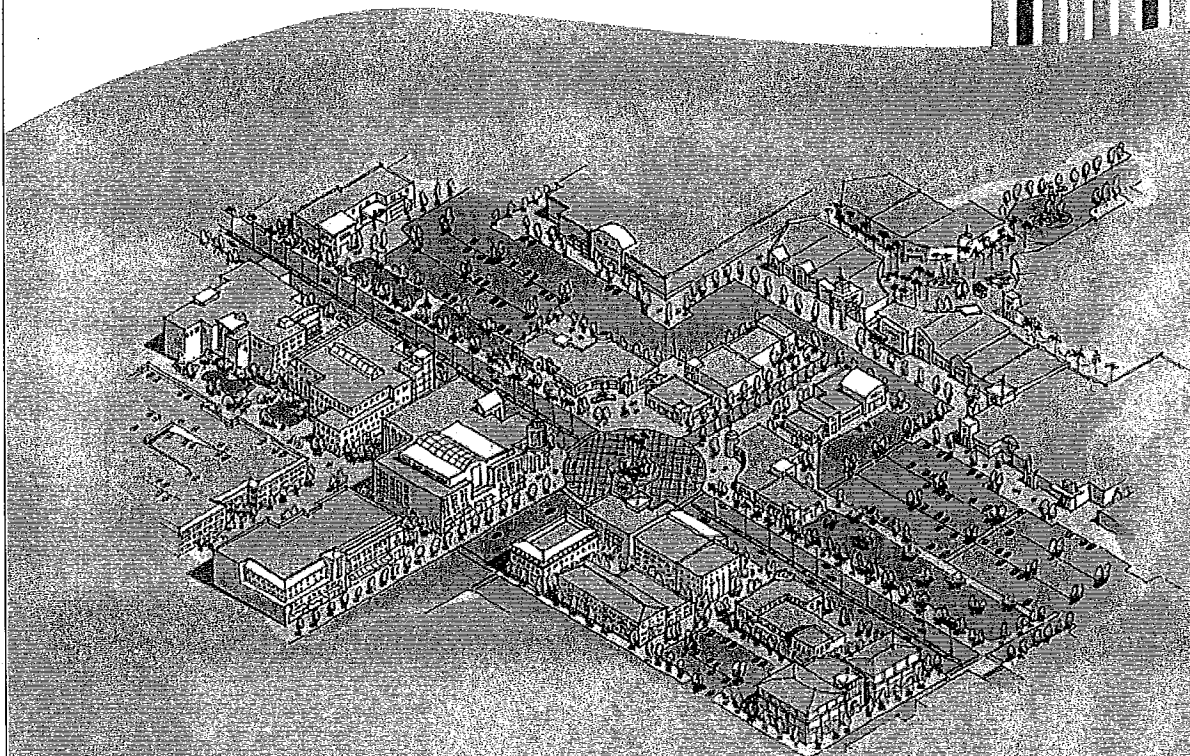
III. Vision

- A. Vision for the Urban Core
- B. Ten Key Principles
- C. Vision Areas

III-1

III-4

III-5



III. Vision

A. Vision for the Urban Core

The Specific Plan provides framework for enhancement to the economic, social, and community fabric of Chula Vista's Urban Core. The Specific Plan will produce an economically enhanced Urban Core that is once again a thriving downtown and focus of the City. The vision for the Urban Core builds upon the vision for the City in the General Plan. The area will exhibit revitalized core uses linked by pedestrian and bicycle connections with easy access to goods and services and exhibiting quality design. The vision for the Urban Core seeks to make a great place to live, work, and play even better.

While much of the existing stable residential fabric of the Urban Core will be preserved, an increase in living and lifestyle choices for existing and future residents will be afforded. These residents will further add to local business revenues and create a vibrant, pedestrian-friendly activity center throughout the day. The Specific Plan provides framework for additional mobility options by creating linkages between the Urban Core, the Bayfront, and east Chula Vista and encouraging increased pedestrian, bicycle, and transit activity. Improved services and amenities will make Chula Vista's Urban Core an attractive and focal hub of the City, as well as the South County region.



The Urban Core will be a successful environment for a variety of retail, recreational, and residential opportunities

Fig. 3.1

The Urban Core Vision aims to create a uniquely identifiable Urban Core for Chula Vista that is an economically vibrant, pedestrian-oriented, and multi-purpose destination.

As part of the early foundational planning process, a vision for the urban core was framed using the broad policies and objectives outlined in the General Plan (2005).

Imagine a future for the Urban Core that is...

- A **pedestrian-friendly** City Center with an integrated mix of land uses (retail, office, residential, entertainment and civic/cultural) woven together by attractive and cohesive street improvements and buildings.
- The **entertainment “hub”** of the City with movie theaters, a playhouse, restaurants with outdoor dining, adorned with broad sidewalks, plazas and green parks that feature music and artistic performances.
- A place where **new businesses** are eager to locate and are attracted by the improvements and the encouragement the City gives to investors, downtown merchants, and property owners.
- A place for **living** as well as **working**. New “loft” style apartments that will allow artisans and small businesses to get a start in the Village, while new office spaces and residences for a diverse age group will flourish above and behind ground floor shops.
- Supported by an expanded and **improved public transit system**, including a **new west side shuttle**, with frequent and conveniently located stops and including connections to the proposed transit centers, the Bayfront, and the existing regional trolley system.
- Enriched with new cultural, recreational, and civic facilities to support the mixed-use environment and reinforce the Urban Core as the **“heart of the City.”**
- A **harmonious blend** of old and new, where new development takes its design cues from the existing culture, character, and history of northwest Chula Vista.

Imagine a future for the Urban Core that embraces Chula Vista's unique culture and celebrates its rich heritage. **The Urban Core of the future is the Urban Core of the past, only better.**



The Urban Core should again be the heart of the City

Fig. 3.2

B. Ten Key Principles

Based on input from the community and Urban Core Specific Plan Advisory Committee, ten key principles were established. The future development of Chula Vista's Urban Core shall be guided by the following overarching ideas and goals that apply to all of the vision areas.

- 1. Develop a vibrant, distinct urban atmosphere with a day to evening environment.*
- 2. Build on and enhance Chula Vista's cultural and historic traditions and diversity.*
- 3. Foster visible cultural and civic amenities, such as urban parks, outdoor dining opportunities and civic promenades.*
- 4. Establish a hierarchy of building forms with greatest densities at key nodes.*
- 5. Connect and integrate the Bayfront, East Chula Vista and individual focus areas within the urban core.*
- 6. Create lively and pedestrian-friendly environments through a concentration of activities in a compact, mixed-use setting.*
- 7. Transition new development to minimize impacts on existing residential neighborhoods.*
- 8. Provide creative parking strategies, including parking districts, structures and reductions.*
- 9. Define unique identities for focus areas through individualized streetscape design and public spaces.*
- 10. Restore the historic street grid in order to maximize transportation choices and increase mobility and circulation opportunities for pedestrians, transit and automobiles.*

C. Vision Areas

As part of the visioning process, three distinct "vision areas" were identified. The Vision areas were not intended to cover the entire Specific Plan Subdistricts Area but rather capture the most significant areas that required further planning guidance beyond that provided in the General Plan Update. The three areas selected included the "Village", consisting of downtown Third Avenue and the surrounding area, the "Grand Boulevard", concentrating on the H Street Corridor, and the "Promenade", focusing on the rectangle between E Street and H Street and I-5 and Broadway. Though the Urban Core area needs to be unified and identifiable as the Urban Core of Chula Vista, the Individual vision areas each have distinguishing characteristics. Each vision area is described below and a vision statement for that area is delineated.



1. The Village Vision Area

a. Description

The Village Vision Area is the heart of Chula Vista's traditional downtown. This area is generally bounded by Church Avenue and Fourth Avenue on the east and west and by E Street and G Street on the north and south. Third Avenue is the primary retail and office district and is anchored by transitional office and residential uses. The Civic Center, including City Hall and associated facilities, is located at Fourth Avenue and F Street and is in the process of being upgraded pursuant to the Civic Center Master Plan. Friendship Park, Memorial Park, and other potential park opportunities link the Village and provide quality urban amenities to nearby residents. This area exhibits much of the traditional community character and is home to many community facilities, such as the Civic Center, the Central Library, Police Station, and Friendship Park.

b. Vision Statement

The Village will be a lively destination with a small town feel. Restaurants, outdoor cafes, bookstores, art houses, theaters, and shops will flank the expanded sidewalks and tree-lined streetscape. This entertainment and retail destination serves all of Chula Vista by energizing the 3rd Avenue corridor and vicinity. The district also celebrates cultural arts and civic functions linked by an enhanced park system. In addition, the new residential housing opportunities will allow the area to resurge and thrive.



Third Avenue



Gateway Monument



Typical Paseo

The Village Visionary Sketches

Fig. 3.3

2. The Grand Boulevard Vision Area

a. Description

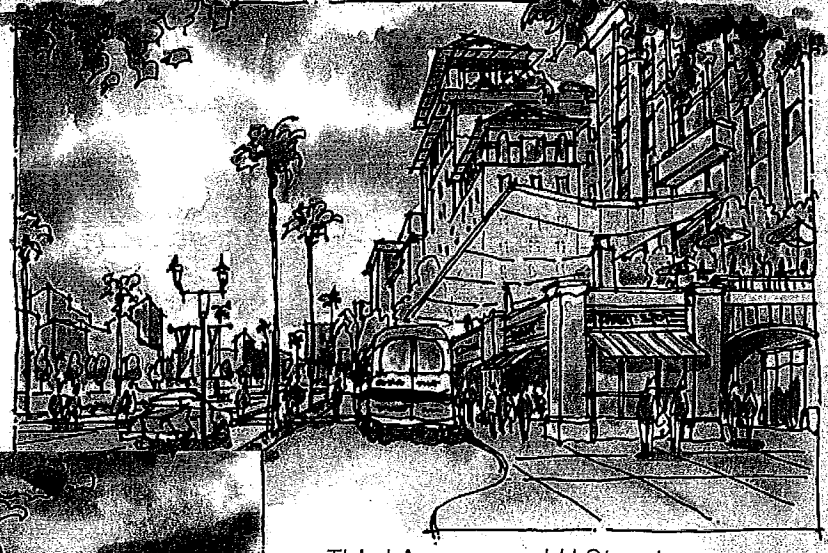
The Grand Boulevard Vision Area is the central axis of the Urban Core area. This vision area consists of H Street and the adjacent area from Third Avenue to Broadway. This area includes the Gateway office development, the South County Regional Courthouse Complex, Scripps Hospital and associated medical facilities, and the Chula Vista Center regional shopping mall, as well as a variety of other office and commercial activities.

b. Vision Statement

The H Street corridor is the primary business, commercial and transit backbone of the Urban Core. Buildings, plazas and parkways activate the street edge and deliver a bustling pedestrian environment. The Grand Boulevard is the most urban of the vision areas with medium rise buildings forming the backdrop to the double rows of trees, extended sidewalks, frequent transit stops, newspaper stands and kiosks. A unique streetscape character provides continuity among diverse elements such as the regional mall, hospital, and office developments.



Plaza along H Street



Third Avenue and H Street



Row Housing adjacent to Retail Center

The Grand Boulevard Visionary Sketches

Fig. 3.4

3. The Promenade Vision Area

a. Description

The Promenade Vision Area acts as an attractive entryway to the City of Chula Vista. Stretching parallel to the I-5 corridor and generally west of Broadway, from E Street to H Street, the area is currently a mix of auto-oriented retail commercial uses and low-rise multi-family housing and mobile home parks. Redevelopment of the area will provide a mix of aesthetically pleasing visitor serving and resident serving uses and create a desirable neighborhood atmosphere.

b. Vision Statement

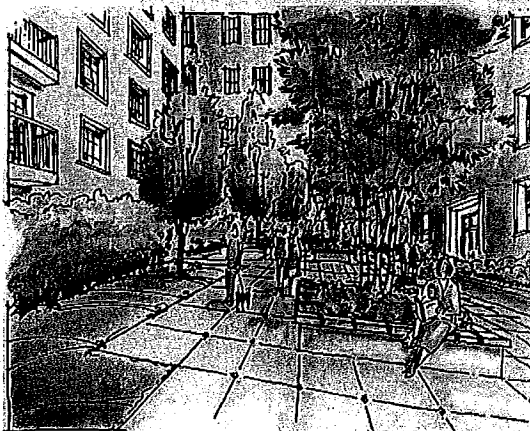
A dynamic mix of regional transit centers, visitor serving uses and a retail complex surrounds an enhanced, medium-rise residential quarter. Circulation is improved by re-establishing the traditional street grid. A tree-lined, extended linear park offers both neighborhood and community serving amenities supported by mid-block paseos. The park transitions from an active community venue with a more formal landscape to recreational features such as tennis and basketball courts to passive greens. Anchoring the park, the retail plaza links the Bayfront to the regional mall. Ample public spaces provide for open air markets, mercados, cultural festivals, art exhibits and other community events.

Plaza at
Promenade
Terminus



Park Atmosphere

Typical
Paseo



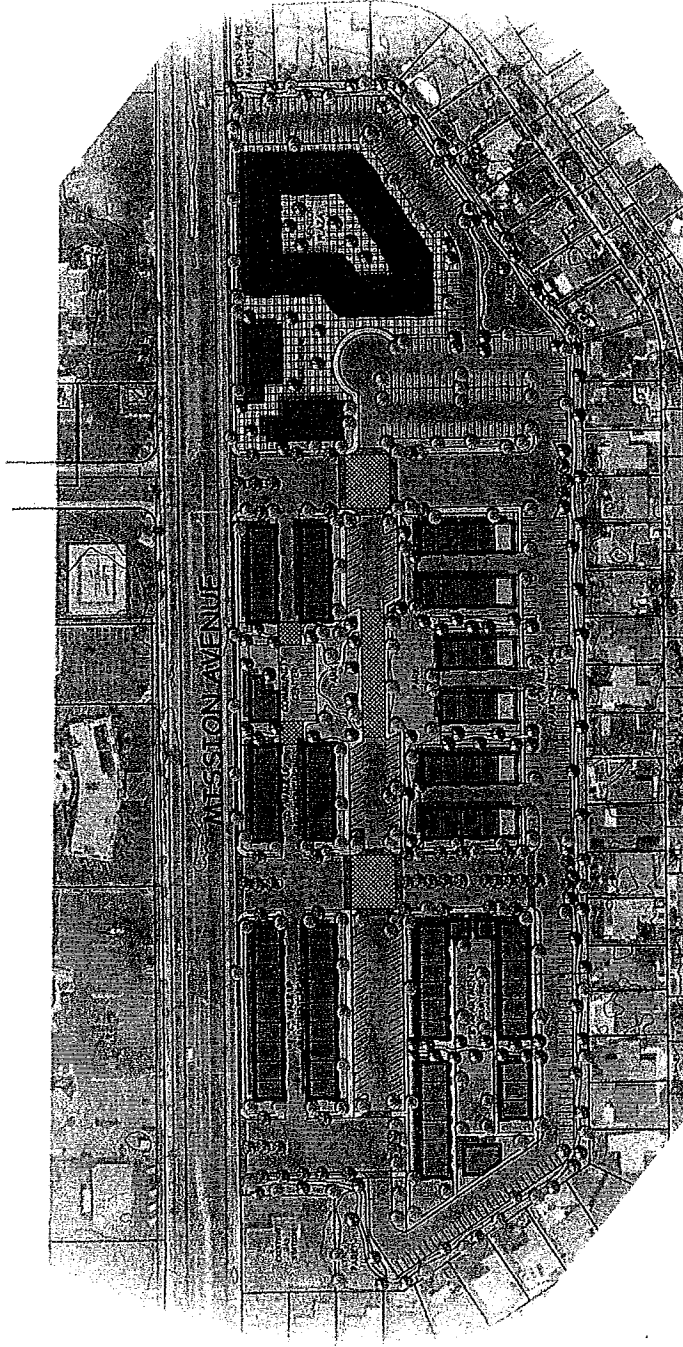
The Promenade Visionary Sketches

Fig. 3.5

Vision Statement and Planning Principles

Chapter Contents

4.1	Introduction	4-2
4.2	Planning Principles	4-2
4.3	Vision Statement	4-3



4.1 Vision Statement and Planning Principles Introduction

Through the community outreach and participation process, key planning principles and a preliminary vision concept was developed for the site. The planning principles and vision concept are summarized in this chapter and shaped the development guidelines contained in Chapter 5.

4.2 Planning Principles

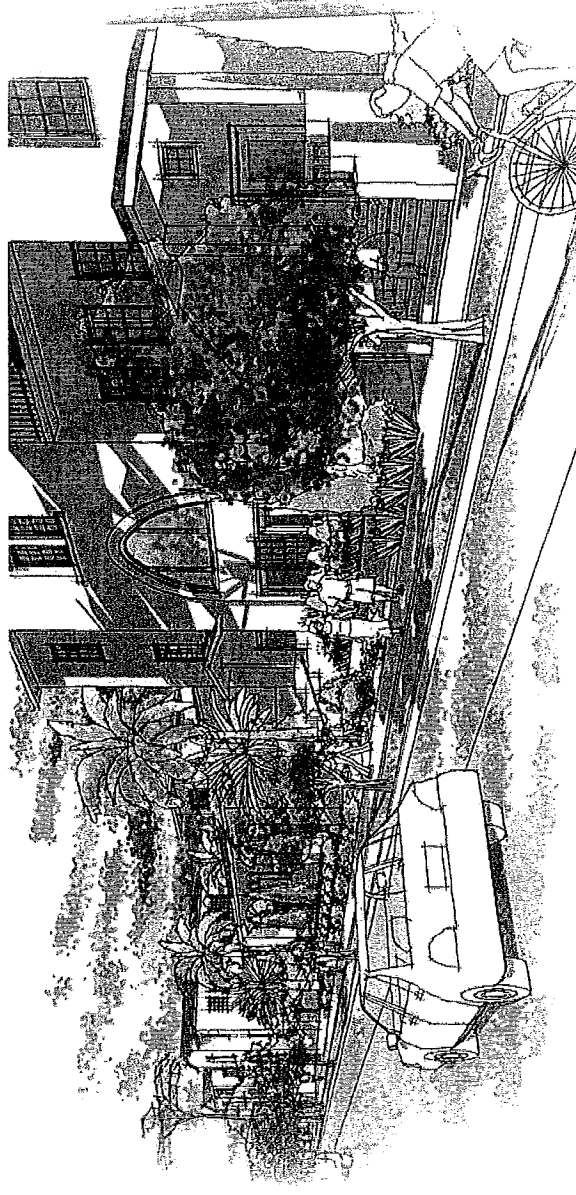
- Ensure compatibility with and minimize impacts to the adjacent residential neighborhood and other nearby uses.
- Provide a range of housing types for different community needs (such as for families, special needs and seniors).
- Apply universal design to allow residents to remain in place as they age and circumstances change.

- Incorporate sustainability measures and conservation of resources.
- Design buildings, spaces and uses to create a sense of neighborhood.
- Ensure the vision for site development is economically feasible.
- Create flexibility in the plan to accommodate possible changes in market conditions and community needs during the development period.
- Provide a high quality development that the community will be proud of for years to come.

4.3 Vision Statement

Create a new neighborhood providing affordable housing to meet the needs of Oceanside with possible supporting commercial uses.

The design intent and components of the preferred site development concept are summarized on the following pages.



View Along Mission Avenue

4.3.1 Building Design

The architectural theme is intended to be Spanish Colonial. Attention to the scaling and detailing of the buildings should be followed in an effort to create an appropriate scale as the buildings interface with their environment. Window placement at upper levels shall be situated to promote privacy for the project users as well as adjacent existing single-family homes. Several design approaches can be employed to accomplish the goal of providing well articulated buildings and avoid large stark facades.

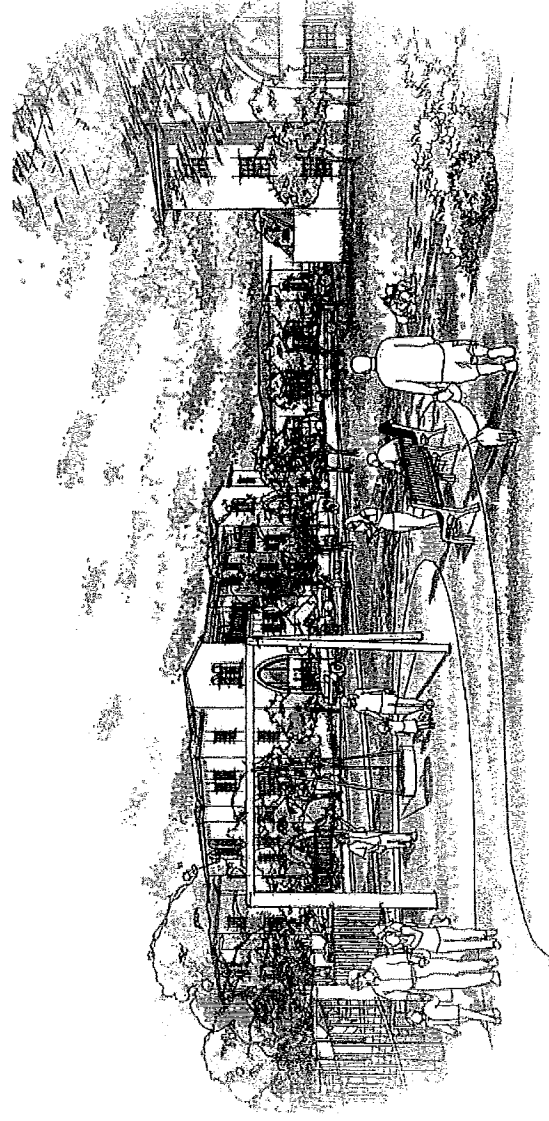


Conceptual Site Elevations

4.3.2 Landscape, Buffers, and Walls

A landscape buffer has been designed along the project's perimeter. Along Mission Avenue a landscape buffer separates the building edge and the back of sidewalk. A walking trail and landscape buffer has been provided along the property line that separates the proposed project and the existing single-family housing properties. Additionally a 6 to 8 foot high solid wall should be provided along the property line with exception to the Mission Avenue property line. This wall should be designed to be consistent with the overall architectural theme and will vary in height depending on grade and context. The intent is to provide a sound and privacy barrier between the proposed project and existing properties.

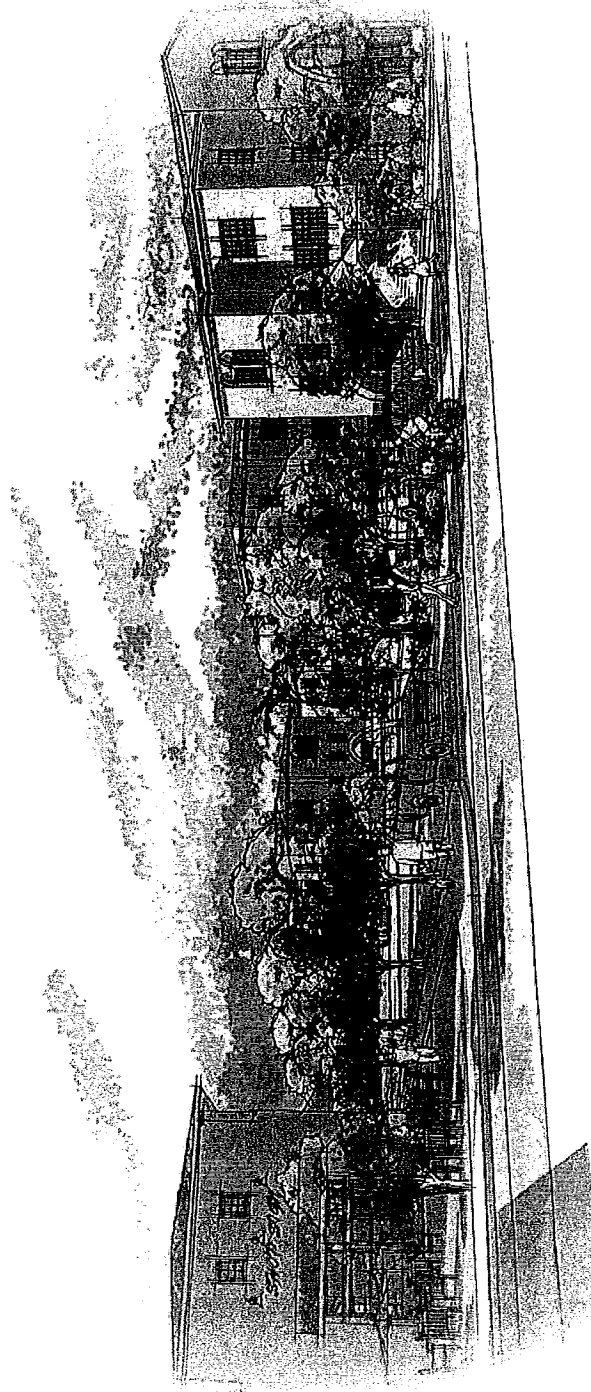
Landscape design should be of pedestrian scale and create a cohesive design with the architectural style. Native and drought tolerant plant material should be emphasized. Trees along the Mission Avenue corridor should be in the City's approved tree palette. The design provides approximately 28% of site area as landscape area. This area also includes the several paseos that link the various housing types to the main trails and sidewalk system.



Park Area

4.3.3 Parking and Circulation

The design intent is to provide a parking plan that meets the City's current parking code and provides adequate circulation without impacting the adjacent residential neighborhood. Each building product type is intended to meet the City's parking ratios on or adjacent to the particular building and site component. Where appropriate, shared parking strategies may be implemented. The proposed circulation design does not directly connect into the adjacent neighborhood. The vehicular circulation allows for easy access through the site and three main access points for the project on to Mission Avenue. Traffic calming is designed into the circulation pattern by employing special pavements, landscape medians and bulbouts as well as diagonal parking. Pedestrian circulation links the entire project along the sites perimeter as well as traversing the site and connecting several of the site amenities.



View of Entry from Mission Avenue

4.3.4 Site Amenities

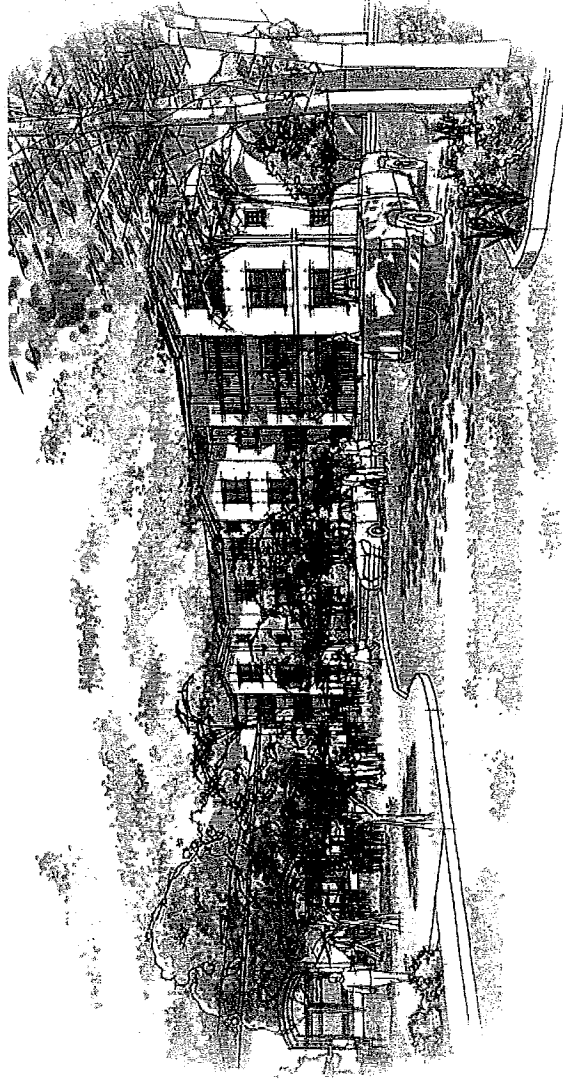
The design intent is to link the pocket parks, community center and commercial plaza together through a network of landscaped paseos. The community center is centrally located and visible from the street edge to maximize access from the community. A landscaped trail design with decomposed granite and shielded lighting shall flank the perimeter property line and connect to Mission Avenue. Site lighting and street lighting should be provided and designed in such a manner that match the architectural theme, provide safe lighting at night and minimize light pollution into the adjacent property owners' yards. A uniform lighting standard should be installed throughout the project.

4.3.5 Setbacks

The goal is to provide adequate distance between structures and other site improvements or adjacencies to help create an appropriate scale throughout the project. Particular emphasis has been placed on the setback between the proposed project and the existing single-family housing. A 65-foot set back has been provided between the southerly property line and site buildings. Any setback that is proposed to be closer than this must take into account a stepping of scale from one-story to two-story and finally three-story elements.

4.3.6 Heights

The maximum height is 36 feet. Design should employ massing and scaling that helps to create a pedestrian scale and minimize the height impacts. Particular attention shall be given to the height and scaling of buildings when in proximity to the existing single-story housing.



Commercial at Senior Housing site

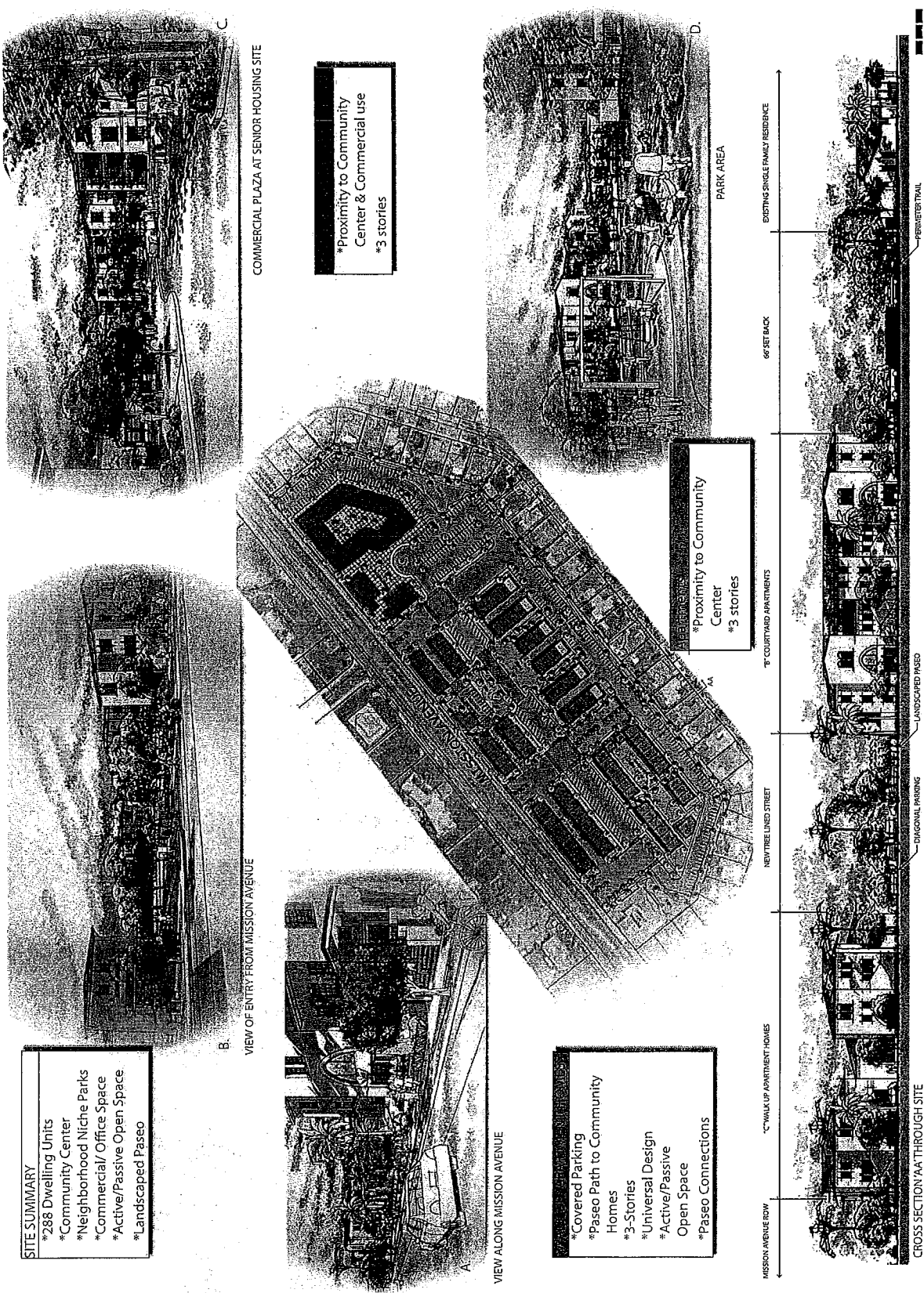


Figure 4-1 Vision Plan

City of Oceanside

North 40 Specific Plan 2012 Advisory Committee Process

Next Steps

The following are the staff recommended next steps for drafting the North 40 Specific Plan:

1. 2012 AC Meeting #1

In this meeting Council representatives will present the results from the Council visioning session. If the result from Council is a Vision Statement, the Advisory Committee can develop the supporting goals to the Vision Statement. If the council visioning session results in both a Vision Statement and supporting goals, then the Advisory Committee can determine if there is a need for supporting design principles/objectives. If there is a need, we can use this meeting to outline and craft these principles/objectives.

2. 2012 AC Meeting #2 - Defining the Common Ground

This meeting will focus on defining the types of land uses and site planning components that the vision and supporting goals encourage. The Advisory Committee will be asked to discuss and provide recommendations on the types and amounts of uses. The Advisory Committee recommendations will be used to develop a new land use plan.

3. 2012 AC Meeting #3

This meeting includes a presentation of a new Land Use Plan. We will present and get feedback on a new concept plan that reflects the information gathered and discussions from the Council and the Advisory Committee. The Advisory Committee will evaluate whether the land use concept plan is consistent with the overall vision and any guiding principles/objectives.

4. 2012 AC Meeting #4

After receiving input from Advisory Committee meeting #3, Town staff and the consultant team will revise the Land Use Plan and return to the Advisory Committee for confirmation and input. This meeting will also give the Advisory Committee the opportunity to tackle any outstanding issues or questions.

5. 2012 AC Meeting #5

This meeting is a placeholder to allow for previous meeting topics to span two meetings, if necessary, or to cover outstanding issues and topics.

From: Mark Brodsky [<mailto:brodsky.mark@gmail.com>]

Sent: Saturday, February 04, 2012 1:21 PM

To: Joe Pirzynski; Diane McNutt; Town Manager; BSpector; Steve Rice; Steve Leonardis

Subject: 10 Goals for the North 40

Dear Mayor Rice and Honorable Council members,

All I know is what I read in the paper, and of course hear at the Rotary Club.

It is good that there is a desire to have clear Town Goals for the North 40 before considering any developer design.

This is a valuable "Systems Approach" where the outcome is more important a factor than any means proposed.

Here are 10 outcomes which I believe most of you will support:

1. Enhance the perceived quality of Los Gatos to keep up property values
2. Enrich and Not compete with downtown businesses and attractions
3. Minimize impact on city and educational services
4. Reduce town wide auto congestion by increasing parking options
5. Increase pedestrian traffic to shops and stores throughout the town
6. Connect to the existing neighborhood without an impassible traffic barrier
7. Incubate new local businesses instead of relying on national brands
8. Rationalize local transit delivery
9. Make substantial downtown growth possible
10. Connect residents seamlessly to regional destinations

I'd also add a 11th. Be the Northern Gateway Los Gatos

I do not know if the next Grosvenor proposal will address these goals.

I do know that www.NorthLosGatos.com will achieve all of them.

It is scaled for this town and is the culmination of most of desires of the participants of the Design Charette.

When you look at the new Grosvenor plan, please compare it to www.NorthLosGatos.com and see which will better serve the community, now and into the future.

Regards,

Mark Brodsky

Former Mayor of Monte Sereno

4 year member VTA PAC

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